

Well-Rounded Committee Checklist

Committees of a neighborhood business district revitalization programs using the Main Street Four Point Approach are typically made up of five to seven people who meet at least once a month to plan and prepare activities. These activities usually create additional demands for time and volunteers. The committees are chaired by one or two members of the organization's board. The committee should consider forming task groups to involve others in the effort for specific projects and activities.

Promotion Committee:

Likely candidates are:

- ☐ neighborhood business district merchants
- ☐ chamber of commerce members
- ☐ civic groups involved in the arts
- ☐ marketing/advertising professionals
- ☐ teachers of marketing or design
- ☐ staff in advertising or tourism offices reporters and editors
- ☐ graphic designers and artists
- ☐ people who want to be "part of the action"

Design Committee:

Likely candidates are:

- ☐ architects
- ☐ history buffs
- ☐ real estate agents
- ☐ interior designers and florists
- ☐ contractors
- ☐ graphic designers and artists
- ☐ neighborhood business district property owners
- ☐ architecture students
- ☐ district planners

Economic Restructuring Committee:

This committee needs a broad range of people to guide its development. Not only will you want people with a variety of technical and professional skills; but you will also want people with different working styles —some who enjoy working independently, some who are good number crunchers, some who are good at working out the details, and some who can see the big picture.

Likely candidates are:

- ☐ merchants
- ☐ commercial property owners
- ☐ Realtors/mortgage brokers
- ☐ consumers
- ☐ marketing professionals and teachers
- ☐ developers
- ☐ stock brokers/analysts
- ☐ business students
- ☐ Small Business Development Center (SBDC) representatives

Committee Members and Chairpersons

Roles and Responsibilities

Responsibilities of Committee Members:

- Commits to at least one year of service
- Commits to monthly committee meetings and to subcommittee meetings if appropriate
- Works 3 to 5 hours per month outside of committee meetings
- Attends all training sessions
- Reads selected orientation materials
- Learns about the Main Street Approach to neighborhood business district revitalization
- Recruits/orients new members
- Prepares in advance for meetings
- Cooperatively drafts an annual work plan
- Takes responsibility for projects
- Always present the organization positively to the public

Roles of a Committee Chair:

- Recruits committee members
- Runs meetings
- Organizes work plans and keeping the committee "on-track"
- Forges consensus
- Is a spokesperson on behalf of the committee to the board and vice versa (This doesn't mean the chair has to be a board member. Programs should have board representation at the committee level to be a two-way conduit of information)
- Works to coordinate projects with staff
- Does the "paperwork", including minutes, work plans, evaluations and committee records

Qualities of an Effective Chair:

- Understands and teaches others about the Main Street Approach
- Has a genuine desire to lead the committee and make great things happen
- Has strong organizational skills
- Is a team player!
- Enjoys learning
- Enjoys managing people and projects
- Facilitates group discussion
- Makes sure meeting agendas stay on track
- Maintains a positive attitude that inspires and encourages others
- Respects other people's viewpoints and skills
- Can manage diverse personalities and conflicts
- Communicates the committee's goals and progress to members and the public
- Displays integrity, self-confidence, persuasiveness, decisiveness, and creativity



Volunteer Recruitment Matrix

Stakeholders

Volunteer Source (individual or organization)	Business Owners	Property Owners	Neighborhood Residents	Government	Media	Utilities	Civic Groups	Youth/Schools	Preservationists	Financial Institutions	Religious Organizations	Design Professionals	Institutions	Community/ Economic Dev. Organizations

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Volunteer Recruitment Matrix

Targeted Skills

Volunteer Source
(individual or organization)

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